

ROTARY INTERNATIONAL ROTAGRAPH

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Editorial

The Best Gift You'll Ever Give

Soon we will celebrate both Christmas and Hanukkah; and look forward to the end of this year and the beginning of another. Whether thoughts of our faith or our humanity, times of change and celebration cause us to look for meaningful ways to mark such occasions. Decorations, lights, parties, special foods, music, plays, church services and festivities abound! As Rotarians, we choose to serve others above self, and this too is a way to indicate a meaningful event.

For many this is a season of giving, not just to family and loved ones; but to strangers and the less fortunate as well. At the Mission, phones have been ringing since September as volunteers called to offer their help with

Thanksgiving and Christmas preparations. Donations of food and gifts, as well as coats and warm clothing have arrived by car and truckload. Lots of those volunteers have been busy wrapping gifts—thousands of gifts—given from the heart for someone the donor will never meet. God bless our volunteers who give of their time in service to others.

In our private lives, many of us have streamlined our gift giving through online and catalog purchases. Beautiful full color catalogs arrive daily to tempt us to purchase wonderful new and exciting gifts for those we hold dear. Last year a very special gift catalog premiered in Tarrant County. The Greatest Gift Catalog



Don Shisler

Ever, provided by the Shared Community Benefit Foundation and a labor of love and service from *Elliot* and *Heather Goldman*, showcased 10 local charities and offered gift ranging from a few dollars to substantial contributions. This year 12 of Tarrant County's finest organizations are featured.

However you choose to celebrate this season, I urge you to consider a gift of hope to someone in need. It's never been easier to help. It will be the best gift you give all year.

— *Don Shisler*,
Union Gospel Mission

Program

December 11, 2009

SPEAKER:

William "Bill" Gimson,
Executive Director,
Cancer Prevention & Research Institute of Texas

FORT WORTH CLUB

Chairman for the Day:
Craig Schaefer

NEWSCAST: *Elliot Goldman*

Fort Worth entrepreneur raises the bar in charitable giving

BY BETTY DILLARD
Fort Worth Business Press

Elliot and Heather Goldman count their blessings every day.

Like most philanthropists, the Fort Worth couple feels blessed with all they have and enjoy creating blessings for others. For years, the Goldmans have foregone traditional gift giving in lieu of donations to various local charities because helping others makes them feel good.

In December 2007, the couple was sorting through their holiday mail, which included volumes of gift catalogs.

"We had every catalog imaginable spread out on the floor, you know all the ones I mean: toys, kitchen gadgets, department stores, electronics stores," said Goldman, a veteran of the promotional products industry. "I asked, 'Why is there not a catalog for me?' Heather said, 'You ought to make one.' You should have seen the look on her face as soon as she uttered those words."

Goldman sat right down at the kitchen table and developed The Greatest Gift Catalog Ever, a revolutionary idea not only for charitable giving but also for the gift catalog business.

He plans to launch 100,000 gift books on Oct. 6, through various distribution partners. Just in time for the holidays, the catalog – Goldman has filed a patent on the project as well as its gift card component – features 30 charitable giving opportunities from 10 nonprofit organizations in Tarrant County. Gifts range in price from \$10 up to \$5,000. Buyers can make a donation in honor of or in memory of someone, rather than purchasing a Christmas gift. They also can purchase gift cards online; pre-orders for the gift cards, which also are available in bulk, became available Aug. 15. The receiver redeems the gift card by choosing which charity or charities to give to and how much.

In an effort to raise funds and awareness for the charities, 100 percent of the tax-deductible donations will go directly to the designation charities.

"Every dollar is a direct dollar into the organization. Money does not go to



Elliot Goldman is introducing a catalog to help non-profits.

administration or overhead but directly to the services the organizations provide," Goldman said.

The 10 beneficiary charities were chosen by Heather and Elliot Goldman, "simply because these are ones we most often support," he says.

The list includes Lena Pope Home Inc., Meals on Wheels Inc. of Tarrant County, Union Gospel Mission of Tarrant County, All Church Home for Children, Tarrant Area Food Bank, Mental Health Association of Tarrant County, The WARM Place and Fort Worth Museum of Science and History, the only nonsocial service agency.

Each charity is highlighted by a success story along with a mission statement. Goldman included a "Did You Know?" fact page at the back of the catalog with more information regarding each organization.

"We hope the catalog will serve as a community information piece. We hope it will make more people aware of these

great organizations and the wonderful work they're all doing," Goldman said. "That's why each one has an information page to explain what the organization is and where people can go to find help if they need it."

Amanda Stallings, executive director of Gill Children's Services Inc., one of the designated charities, is hoping the catalog will especially help her nonprofit.

Celebrating its 30th year in 2009, Gill Children's Services is a last resort measure that fills in the gaps left by other agencies and programs. Funding is provided for children whose physical, social, psychological, educational and medical needs have not been met by other community resources.

"Because we're a last resort agency, many people may not know us," said Stallings. "With Elliot's project, more people will be aware of who we are and what services we provide. It's an easy, convenient way to give. It's a great way to rethink Christmas and the holidays and

giving," she said.

Stallings and Goldman have been friends for many years, she said. "I'm not surprised that he thought of this. He's just that kind of person. He's really lived his life to helping others in the community," she said.

Goldman, 36, calls himself "a recovering politician." His first job out of The University of Texas was in the office of the staff secretary for former Vice President Dan Quayle. He's worked with Sen. Kay Bailey Hutchison and Congresswoman Kay Granger but left politics to start several companies, including a promotional products bag business called Liberty Bags, an Austin-based real estate company and a global promotional products company that specializes in merchandise and technology solutions. Last year he formed GL2 Partners, a diversified marketing, business incubation and management company based in Fort Worth, his hometown.

"It's really fascinating," said Anne Mason, director of development and public relations for Catholic Charities, Diocese of Fort Worth Inc., another of the designated organizations. "He's basically using all his knowledge and experience at being a successful entrepreneur and applying that to helping all these nonprofits."

Goldman said he believes this latest entrepreneurial project will fill a much-needed void in charitable giving.

"It's a fourth-quarter gift project that reaches a different type of person," he said. "It's about shopping for that perfect gift for you or for you to give to someone or in honor of in memory of someone. It's personal that way. It's a significantly different niche and certainly has a different appeal and tact," Goldman says.

"I want to move new dollars - tens or hundreds of millions of dollars over a period of time - into nonprofit causes. I just can't do enough for these organizations," he said.

For information about The Greatest Gift Catalog Ever or to purchase gift cards, visit www.tggce.org or call Goldman at 817-922-8297.

Contact Dillard at bdillard@bizpress.net

Taking action is better than talking about an issue

Dear Dr. Keller:

I work in the restaurant business. My manager is a good guy – fun to work with, lots of energy, people are charged up to get the job done. He treats us with respect and gives us rewards for doing a great job. He's the kind of person you really want to please. Then all heck breaks loose when his supervisor visits the restaurant. My manager starts to act like a coward, blaming staff for mistakes, pointing out everything that isn't perfect. It seems that he is afraid of the supervisor. The supervisor has an intimidating, demeaning style. He waltzes in, does the white glove test – all with a smirk on his face. I don't know how my manager continues to put up with this jerk. Here's the problem I have, as well as other staff: after the supervisor leaves my manager is in a foul mood. He looks

Ask
Dr. Keller

Dr. Karen Keller
Commentary



es out at us, becomes judgmental and nothing is good enough. This lasts a few weeks then he returns to his normal self – apologizing to everyone for his behavior. How can I help my manager stop this cycle? It is hard on me because it just puts me in a bad mood and I then think I should get a new job every few months. I think this is all very strange and makes no sense. Any answers?

Signed: Spin Cycle

Dear Spin Cycle:

I guess it would be impossible to bar the doors when you see the supervisor coming. Your manager is a victim of intimidation, the worse kind – by a person who holds a certain amount of his future in his hands. Fear rules too many situations in the workplace. Unfortunately, the supervisor knows this and has marked your manager as his prey – which is unconscionable.

Point out to your manager, when he is in a good mood, the pattern you notice when the supervisor arrives. Tell him how it is affecting you and others. It isn't necessary to let him know what you think of the supervisor but rather how the supervisor treats him. Stick to focusing on the behavior and the trickle-down affect it has; the supervisor, the manager,

him know this, then it is important for you to expect your manager to follow through with a plan to stop this cycle. Ask what specifically he will do, when and if necessary, what is Plan B. Talking about this is good but doing something about it is better. Offer your support in making these changes. If your manager is not able to do something or refuses to acknowledge what is happening then it is time to shop around. There are lots of restaurants in town.

Dr. Karen J. Keller, a syndicated columnist, is a master certified coach and psychologist specializing in workplace issues, executive and business problem resolution and coaching. Send your questions to dr.keller@theexecutivecoach.com.

Charitable gifts unwrapped in new holiday catalog

BY BETTY DILLARD
bdillard@bizpress.net

Fort Worth philanthropists and entrepreneurs Elliot and Heather Goldman formally announced the launch of their newest creation – The Greatest Gift Catalog Ever, a gift guide benefiting 10 local charities – Sept. 28 at Bonnell's Fine Texas Cuisine.

The idea for an exclusive catalog to raise funds for area nonprofit organizations came to the Goldmans – who, for years, have foregone traditional gift giving in lieu of donations to local charities – while browsing other holiday catalogs in their mail last year. Not finding what they wanted, the couple decided to create one just for charitable donors.

"We were blessed to figure out long ago that there was nothing quite like helping people," said Goldman. "I want to raise \$500 million new charity dollars over the next 14 years. I want to try to reach one in every six people in Tarrant County and tell them about the wonderful organizations that are serving their community. If we can reach them, I know they will want to help."

Goldman will launch 100,000 gift books Sept. 29, through various distribution partners. Just in time for the holidays, the catalog – Goldman has filed a patent on the project as well as its gift card component – features 30 charitable giv-

The Greatest Gift Catalog Ever

Top Gifts

- Lena Pope Home – \$240 will provide one week of summer day camp
- Catholic Charities Diocese of Fort Worth – \$575 will cover three weeks expenses for one child at its Assessment Center
- Gill Children's Services – \$200 will provide child care for a single parent who has started a new job but needs help before the first paycheck
- Tarrant Area Food Bank – \$400 will provide 100 weekend backpacks of food for the BackPacks for Kids program
- Union Gospel Mission of Tarrant County – \$100 will provide Christmas trees, decorations and all the trimmings for residents and guests
- All Church Home for Children – \$500 will help send a child to summer camp
- Meals on Wheels of Tarrant County – \$1,300 will provide meals for one homebound person for one year
- Mental Health Association of Tarrant County – \$300 will provide counseling for returning military members and their families
- The WARM Place – \$300 will provide one grief support session for six children
- Fort Worth Museum of Science and History – \$250 will provide after-school program supplies for an at-risk youth

ing opportunities from 10 nonprofit agencies in Tarrant County.

The beneficiaries were chosen by the couple, "simply because these are ones we most often support," Goldman said. "We are inspired by the good work these organizations do and we believe in their

leadership."

The list includes Lena Pope Home Inc., Catholic Charities Diocese of Fort Worth Inc., Gill Children's Services Inc., Meals on Wheels Inc. of Tarrant County, Union Gospel Mission of Tarrant County, All Church Home for Children, Tarrant Area

Food Bank, Mental Health Association of Tarrant County, The WARM Place and Fort Worth Museum of Science and History, the only nonsocial service agency.

Specified gifts range in price from as little as \$10, which will be divided among the recipient organizations, to \$5,276, which will fund every project in the gift book. Sample gifts include \$40 to buy a prescription for an ill child through Gill Children's Services to \$100 to provide 25 hours of bereavement and group-process training for a volunteer at The WARM Place.

Buyers can make a donation in honor of or in memory of someone, rather than purchasing a traditional holiday gift. Gift cards also may be purchased online. The receiver redeems the gift card by choosing which charity or charities to give to and how much.

In an effort to raise more funds and awareness for the charities, 100 percent of the tax-deductible donations will go directly to the designation charities.

"Every dollar is a direct dollar into the organization to the services they provide," Goldman said.

Catalogs are available by calling 817-922-8297, or by logging on to www.TheGreatestGiftCatalogEver.org. Starting Oct. 6, catalogs may be picked up at all OmniAmerican, PlainsCapital and Frost bank locations in Fort Worth. ■

BRAZOS BASH 2008

Big Taste, Big Brothers Big Sisters celebrate 30 years

Newcomers to Cowtown's dining scene will mix it up with some of the area's top chefs for the "Best of Fort Worth" crown at the 30th annual Big Taste of Fort Worth, April 26 at the Downtown Hilton Fort Worth Hotel.

New restaurants, such as Buttons, Grace and Eddie V's, are joining the bill with last year's winners and established restaurants, including Daddy Jack's Lobster & Chowder House, Reata, Ruth's Chris Steak House and Del Frisco's Double Eagle Steakhouse.

The tasting event, which features wineries from all over the country, benefits Big Brothers Big Sisters' youth mentoring programs.

"Fort Worth's finest restaurants return each year and those new establishments that are already making a name for themselves have jumped on board as well," said Larry Anfin, chair of Big Taste of Texas. "You can bet that each of these top restaurants will be producing award-winning fare as they try to capture that 'Best of Fort Worth' title. And of course, the fact that it all benefits children is added motivation."

Individual tickets for the main tasting are \$85; tickets for the VIP Wine Event and main tasting are \$150. To make a reservation or to purchase a table, visit www.bbbs.org/taste or call 888-887-2447.

Food Bank recognizes top volunteers

Fort Worth businessman Elliot Goldman, chef Tom McGrath, American Airlines employees and community volunteer Rosie Oesterborg have been named Tarrant Area Food Bank's outstanding volunteers for 2008-2009.

A reception recognizing the award recipients and all food bank volunteers is slated from 4-6 p.m. April 23 at 2600 Cullen St. in Fort Worth.

Last year, 3,400 volunteers donated almost 50,000 hours of service to Tarrant Area Food Bank in its efforts to eliminate local hunger.



nonprofit matters

Betty Dillard

Youth awards to honor former Cowboy

Hall of Fame Dallas Cowboy Rayfield Wright and community hero recipients Daphne Brookins, Dennis Dunkins Sr. and Patsy Thomas will be honored during the sixth annual Mike Moncrief Believing in Youth awards dinner at The Fort Worth Club on April 30.

The awards dinner, which benefits Santa Fe Youth Services, recognizes people who are helping to build a community for young people to live healthy, drug-free lives.

For ticket information, contact DiAnn Rucker at 817-492-4673.

SafeHaven seeks nominations

SafeHaven of Tarrant County is asking for nominations of candidates for its 17th Legacy of Women Awards Luncheon, which will be at the Dallas Cowboys stadium in Arlington on Oct. 8.

The Legacy awards will honor five area women - in arts, business, education, health and human services and volunteerism - who excel and inspire other women in their respective categories.

To obtain a nomination form, visit www.safehaventc.org or call 817-535-6462, ext. 119.

Scholarship winners announced

The Bobby Bragan Youth Foundation has selected 36 high school students representing 15 area independent school districts who will each receive \$2,500 college scholarships.

The winners and finalists will be recog-

nized at the organization's annual Scholarship Celebration on April 26 at 2:30 p.m. in Martin Hall, located on the campus of Texas Wesleyan University in Fort Worth.

A complete list of the finalists is available at www.bobbybragan.org.

Samaritan House hosts reception

Volunteers, sponsors and top winners of this year's Joe's Run benefiting Samaritan House will be honored during a reception at 6 p.m. April 28 at Z's Café in the Fort Worth Community Arts Center.

More than 2,000 runners and volunteers participated in the 12th annual event that raises funds and awareness for Samaritan House, a service-enriched affordable housing facility for individuals living with HIV/AIDS and their families.

For more information, contact Sarah Deats, director of communication, Samaritan House, 817-332-6410, ext. 177 or sdeats@samaritanhouse.org

Jamba Juice kicks off fund raiser

In an effort to raise more than \$1 million for schools nationwide, Jamba Juice has started a six-week-long give-back promotion - School Bananananza '09. Jamba is donating 20 percent of all proceeds back to participating schools for programs where funds are lacking.

In addition to the give-back initiative, Jamba's Bananaman will be handing out free smoothies and coupons at schools and community events. He'll also be raising awareness for the 4,000 jobs Jamba Juice

currently has available, passing out job applications everywhere he stops.

Bananaman's road trips may be tracked on Twitter at @Jamba Bananaman, on the Jamba Juice Facebook page and on YouTube.

Oncor honored for tree care

The National Arbor Day Foundation presented Oncor Electric Delivery Co. LLC with a Tree Line USA Utility award at the foundation's Trees & Utilities National Conference April 6-9.

The award, Oncor's ninth consecutive one, recognizes the utility company for its leadership in quality tree care practices, training in caring for trees and public education programs for 2008.

Cotton Patch issues challenge

In recognition of its 20th anniversary, Cotton Patch Café launched a fund-raising initiative to benefit Texas Scottish Rite Hospital for Children. From now until May 10, with every \$25 gift to the hospital through the Cotton Patch Café \$250,000 Challenge, each participant will receive a \$25 Cotton Patch Café gift card, up to \$1,000 per donor.

"The hospital is an important part of the D-FW Metroplex and serves so many Texas children who otherwise would not receive the treatment they need. We're proud to spearhead this fund-raising opportunity for our community," said Larry Marshall, president of Cotton Patch Café. ■

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The World Affairs Council Presents:

Where is Moderate Islam?



**His Excellency
Hussein Hannani**